



ORDER

Flight Dates **08/07/12-08/20/12**

Contract / Revision **307107 /**

Original Date / Revision
08/06/12 08/06/12

Advertiser **Friends of the Majority**

Agency **Multi Media Services Corpor**

Buying Contact

**915 King Street - 2nd Floor
Alexandria, VA 22314**

Product
Friends of The Majority

Agency Com 15%

Billing Contact

**915 King Street - 2nd Floor
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **4939**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	52	\$36,975.00	\$43,500.00	0.00
Totals	52	\$36,975.00	\$43,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/20/12	52	\$36,975.00	\$43,500.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/20/12	08/20/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----			1		\$500.00		0.00			
N 2	KNXV	08/13/12	08/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$500.00	P-2	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWTF--			5		\$500.00		0.00			
N 3	KNXV	08/07/12	08/10/12		CM	7am-9am	-TWTF--	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00



KNXV

Print Date: 08/06/12

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Friends of the Majority** Product **Friends of The Majority**

Estimate # **4939**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9am															
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	4		\$500.00		0.00						
N 4	KNXV	08/20/12	08/20/12	M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M- - - - -	1		\$900.00		0.00						
N 5	KNXV	08/13/12	08/17/12	M-F 5pm-530pm	CM	5pm-530pm	MTWTF - -	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF - -	3		\$900.00		0.00						
N 6	KNXV	08/07/12	08/10/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	4		\$900.00		0.00						
N 7	KNXV	08/20/12	08/20/12	M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
M-F 6pm-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M- - - - -	1		\$1,000.00		0.00						
N 8	KNXV	08/13/12	08/17/12	M-F 6pm-630pm	CM	6pm-630pm	MTWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
M-F 6pm-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF - -	4		\$1,000.00		0.00						
N 9	KNXV	08/07/12	08/10/12	M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
M-F 6pm-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	3		\$1,000.00		0.00						
N 10	KNXV	08/13/12	08/17/12	M-F 630pm-7pm	CM	630pm-7pm	MTWTF - -	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
M-F 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF - -	3		\$1,200.00		0.00						
N 11	KNXV	08/07/12	08/10/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
M-F 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	4		\$1,200.00		0.00						
N 12	KNXV	08/13/12	08/17/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	MTWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF - -	4		\$500.00		0.00						
N 13	KNXV	08/07/12	08/10/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	4		\$500.00		0.00						
N 14	KNXV	08/13/12	08/19/12	M-SU 10-1035pm	CM	10pm-1035pm	MTWTFSS	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTFSS	3		\$1,200.00		0.00						
N 15	KNXV	08/07/12	08/12/12	M-SU 10-1035pm	CM	10pm-1035pm	- TWTFSS	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



KNXV

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Advertiser **Friends of the Majority** Product **Friends of The Majority**

Estimate # **4939**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	08/07/12	08/12/12	M-SU 10-1035pm 10pm News	CM	10pm-1035pm	- TWTFSS	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	- TWTFSS			4		\$1,200.00		0.00					
N 16	KNXV	08/19/12	08/19/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S			1		\$250.00		0.00					
N 17	KNXV	08/12/12	08/12/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S			1		\$250.00		0.00					
N 18	KNXV	08/19/12	08/19/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S			1		\$1,000.00		0.00					
N 19	KNXV	08/12/12	08/12/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S			1		\$1,000.00		0.00					
														Totals	52	\$43,500.00

*Tax 1 Note: Tax 0.5%.

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